

A large, bold, red ampersand (&) graphic that occupies the left side of the image. It is a solid red color with a thick stroke, and its top loop is partially cut off by the left edge of the frame.

Kum & Go



Where & means more:

Agenda

- Background
- Kum & Go
 - Past
 - Present
 - Future
- USDA / BIP projects
- E-15 rollout



Where & means more:

Past & Present



1959: first gas station

1977: introduced “gasohol”

1997: E-85

2015: E-15



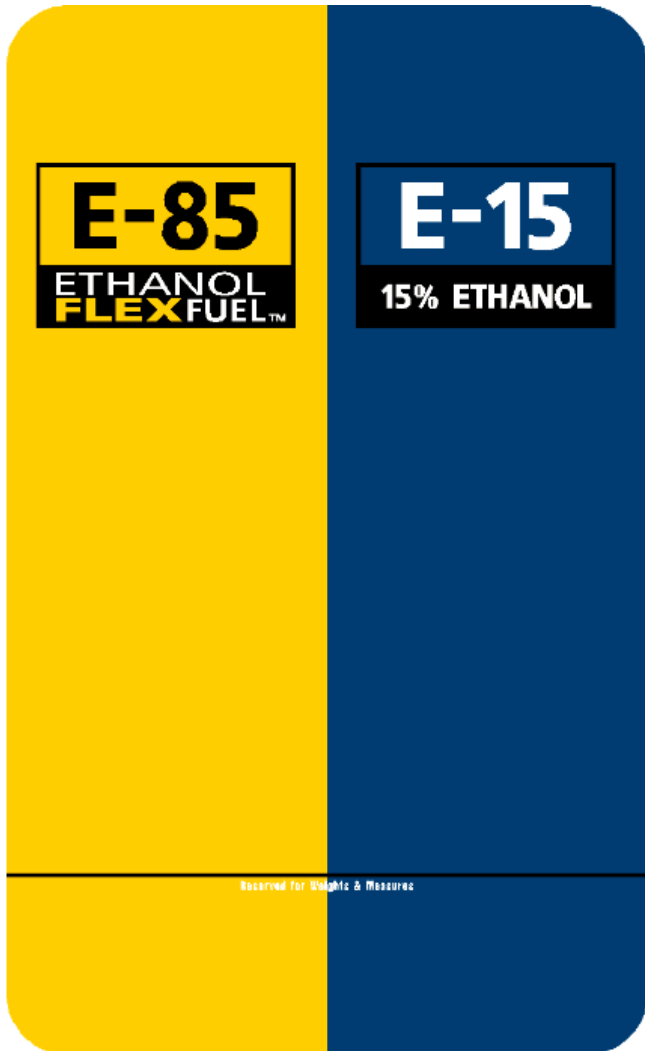
Today:

- **430 stores**
- **11 States**
- **450,000+ daily customers**
- **5,000+ associates**



Where **&** means more:

& More Ethanol



E-85:

180 stores

100,000,000 gallons sold

E-15:

20 stores

600,000 gallons sold

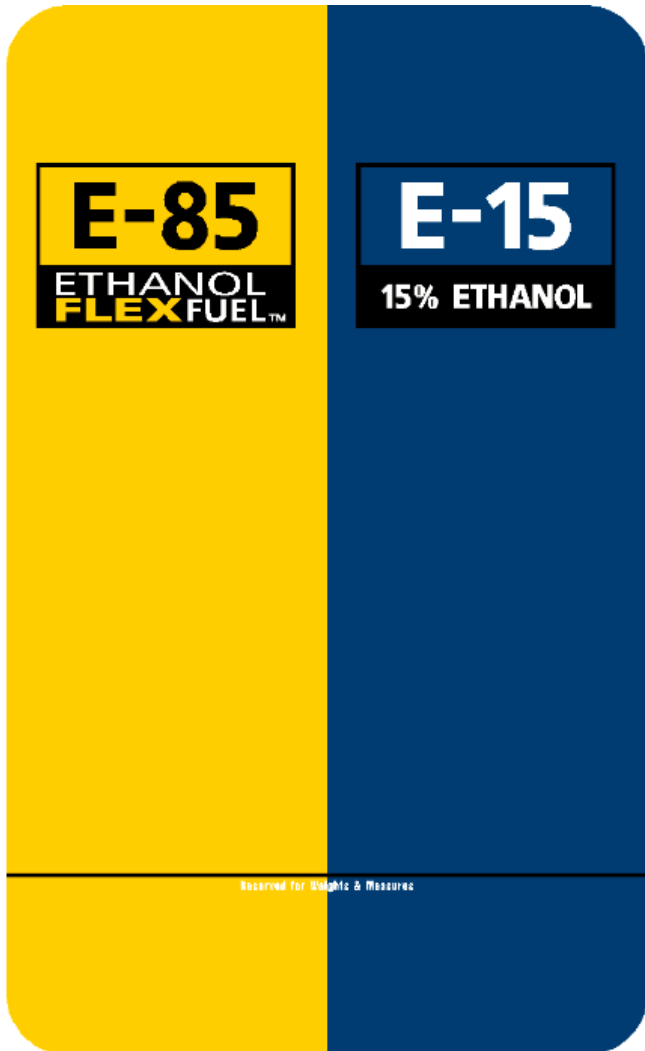
Mis-fueling reports: ZERO

Customer complaints: ZERO



Where **&** means more:

E-15 Plans for 2016



30 new builds

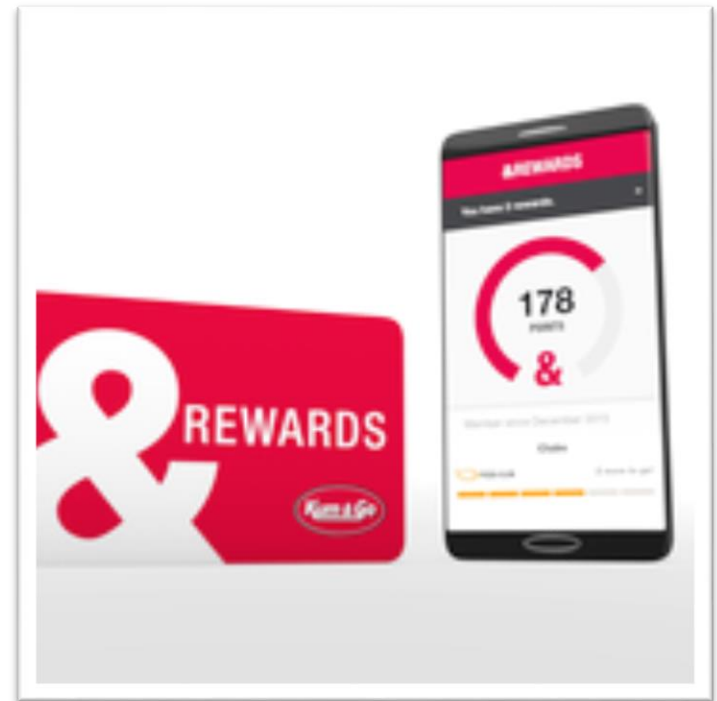
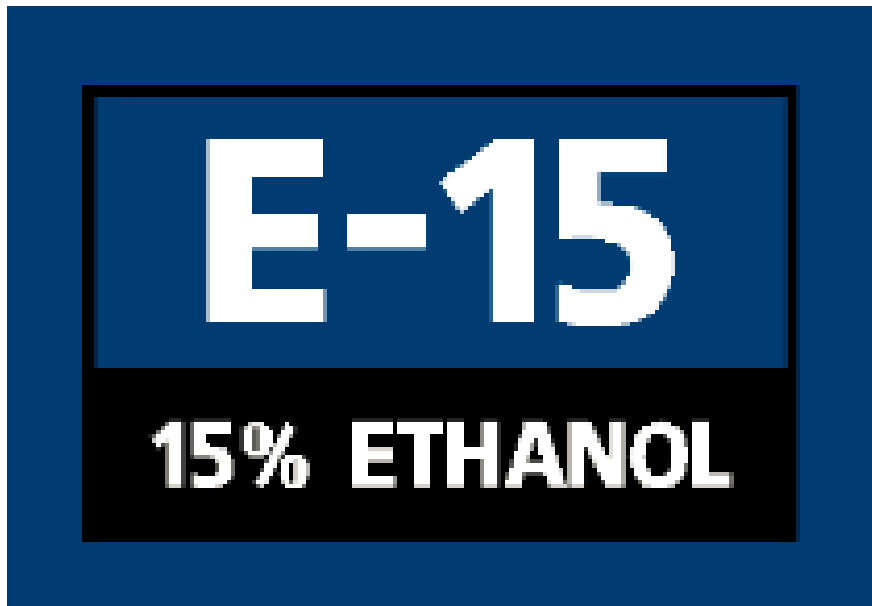
70 retrofit projects

**110+ E-15 locations by
the end of 2016**



Where & means more:

& More Innovation



Where & means more.

Introducing the Marketplace

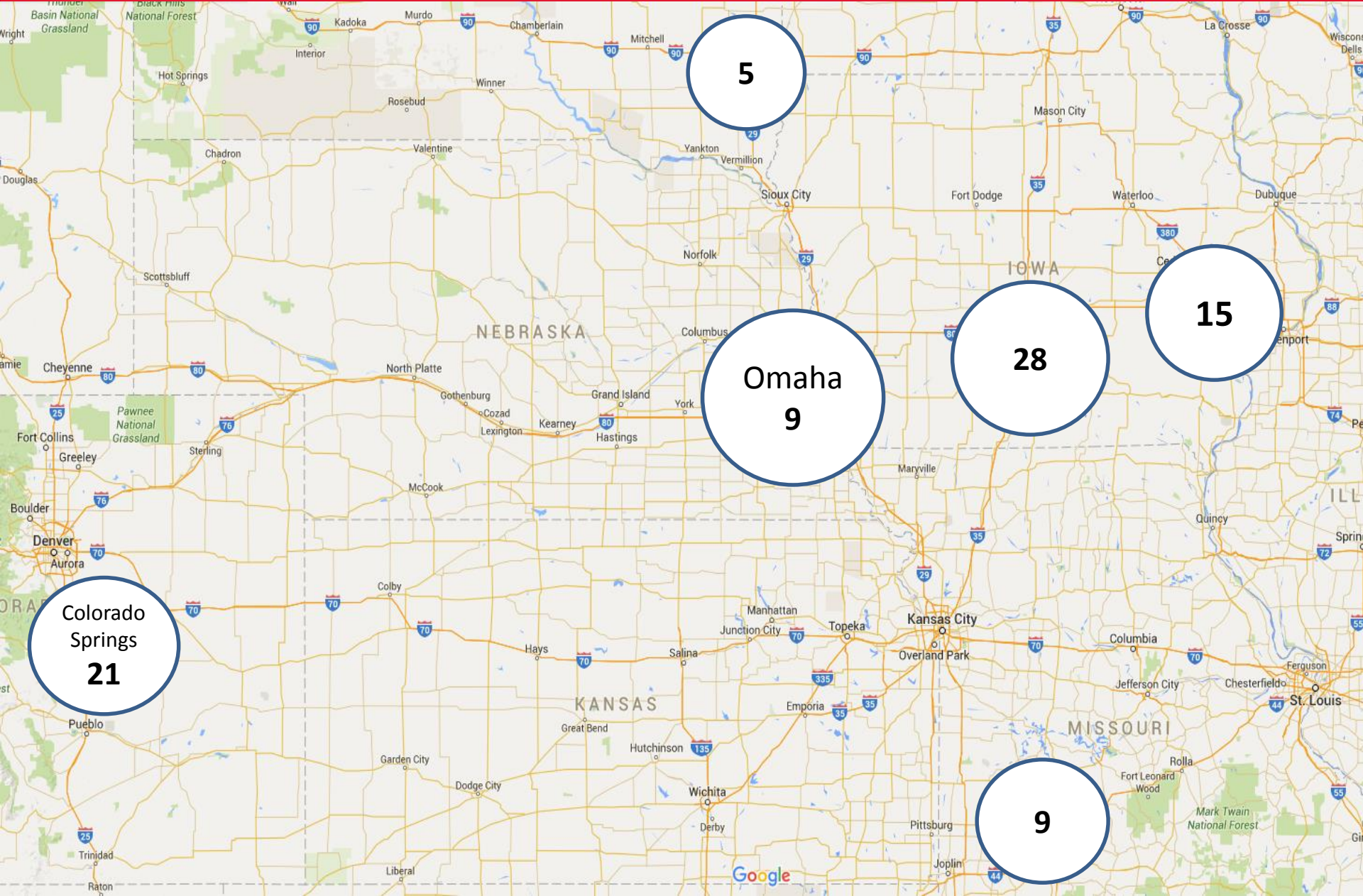


— Go Fresh —
MARKET



Where & means more:

Major Market Launches for E-15



Fueling Experience



Dispenser configuration

Presentation of fuels

Message



Where & means more:

Challenges for Retailers

- Regulatory:
 - Labelling requirements
 - State and Federal
 - Change often
 - Naming standards for fuel grades
 - Differ by state
 - The Result: difficult to standardize
 - Customers don't enjoy a consistent experience



Where & means more:

Where & means more.SM



Where & means more: